



The answer is  
**HOPE.**

**2018/19 IN REVIEW**  
**—**  
**LINES FOR LIFE**

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Lines for Life

## Dear Friends,

As we look back on this year's accomplishments – and ahead to our goals for next year – we at Lines for Life have a lot to be thankful for. With support from an ever-growing community, we are **Building Hope Every Day**.

### We've had a busy year!

After two years of research and community engagement, we launched a satellite office in Central Oregon for the YouthLine, where the first cohort of Central Oregon teens is now answering calls and texts and leading discussions of wellness in middle schools and high schools.

We've built new services to meet growing needs. This fall, we launched the **Recovery Now Treatment Access Line** – which connects people struggling with addiction to treatment and recovery services now, using a real-time live database of treatment openings.

### We already have an ambitious agenda for 2020:

- It's time to take YouthLine national! Our teen volunteers already talk to youth in all 50 states; the need is growing, and we are going to be there to meet it head on.
- We want to reach people in every community in Oregon, including those traditionally left behind by mental wellness outreach and treatment efforts.
- With help from key media partners, we hope to magnify the conversation about suicide – by taking the Breaking the Silence initiative national.

And that's just the beginning...

We at Lines for Life live with a kind of constant disconnect: we are doing great work, more of it than ever before – and yet daily, we see the tragic impacts of the despair which drives both addiction and suicide.

We will only break this cycle when we fundamentally change the way we think about addiction and mental wellness. So that's our plan – with your help, we'll work to make a fundamental change in the world that will allow people to ask for help. And when they do, we'll be there, answering with hope.

Thank you for being a part of our community and helping us meet this need. We couldn't do any of this affirming, lifesaving work without you.

Yours Truly,

  
Dwight

Celebrating  
**20** years of  
YouthLine  
1999 - 2019

## 2019 Leadership Team

Dwight Holton  
Chief Executive Officer

David Westbrook  
Chief Operating Officer

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Chief Clinical Officer

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Program Evaluator

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Donna Libemday  
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Development Director

Emily Moser  
Director of YouthLine Programs

Jade Osilla  
Assistant Director of Prevention

Maggie O'Connor  
Assistant Development Director

Cynthia Transmeier  
Assistant Crisis Line Director of Military Services

Deborah Zwetchkenbaum  
Assistant Crisis Lines Director

WE ARE Lines for Life

# Special Events

## Gala

The 2019 Always Hope Gala was a historic night with a historic gift!

This sold-out event was hosted by local legend and Oregon Historical Society Executive Director Kerry Tymchuk. Our honored guest speaker for the night was David Covington, President of the National Association to Prevent Suicide. Covington connected with our audience members through stories of hope and healing. Our community raised over 375K that night, in addition to Anne Naito's generous endowment!

## One Golf Tournament Became Two

In 2019, our friends at Les Schwab hosted not one, but two golf tournaments benefiting Lines for Life. The first annual Lines for Life Bend Classic was held in August at the gorgeous Pronghorn Resort. This sold-out event was co-hosted by former NFL Quarterback, Drew Bledsoe, and brought together more than 100 golfers and community members.

The 8th Annual Portland Classic, held at The Reserve in Hillsboro in September was a great day of golf among friends. Former NFL player and voice of the Blazers Jordan Kent co-hosted and picked the raffle winner of the Audi A3 convertible donated earlier in the year by Freeman Motors and Anne Naito Campbell. Combined, the two tournaments raised over \$160,000!

## Central Oregon YouthLine Satellite Office Opening

In October, we saw the culmination of two years of work and community building in Central Oregon come to fruition with the opening of a satellite YouthLine office! Located at OSU Cascades Campus in Bend, the new Central Oregon YouthLine team is now answering calls, texts and chat contacts and reaching students throughout Central Oregon through suicide prevention curriculum and outreach.

Save the Dates

ALWAYS HOPE GALA  
Friday, April 24, 2020  
Downtown Hilton, Portland

SUICIDE PREVENTION CONFERENCE  
October 2020  
Location TBD



Anne Naito-Campbell at the 2019 Always Hope Gala

# 20 years of YouthLine

Our innovative program has provided support, education, and youth development for two decades — and we're reaching more youth than ever!



Long-time board member Anne Naito-Campbell donated a generous endowment of one million dollars to ensure the critical work we do at Lines for Life will be protected through economic shifts and turns. Anne's gift came in memory of her late father, Bill Naito, a man who changed the downtown landscape of Portland with his landmark buildings like The Tiffany Center and Montgomery Park, and his support of the Portland Streetcar and the building of the Japanese-American Historical Plaza. Anne continues his passionate legacy with her work on nonprofit boards throughout the city.



### 1999

A group of students approached our CEO, Judy Cushing, with an idea for a place the young people could call if they were in crisis. They did some research and made a plan — YouthLine was born.

We created and conducted the first ever YouthLine volunteer training during winter break with 10 youth volunteers.

### 2000

Our drug and alcohol educational program began promoting YouthLine in schools.

Joshua Schreiber, the first YouthLine Coordinator, was hired.

Teens began taking calls 4-10pm Mon-Fri.

### 2001-2

Amy Collins was hired as second YL Coordinator to work with Joshua Schreiber.

We increased youth volunteer participation by offering two trainings per year.

YouthLine zine launched.



### 2003-4

We received accreditation by American Association of Suicidology.

YouthLine began answering calls from the Youth America Hotline.

YouthLine receives 297 calls and 66 on Youth America Hotline

OregonYouthLine.com launched.

### 2005-6

Jenny Hawkins was hired as YL Coordinator.

YouthLine's social media got started — on MySpace!

In 2005, YouthLine Receives 2,087 calls and another 1,011 on Youth America Hotline.

YouthLine Receives 2,504 calls and 1,400 from Youth America Hotline in 2006.



**6,187 CALLS**



**313 CALLS**  
4 Volunteers



**444 CALLS**  
24 Volunteers



**1,212 CONTACTS**  
9 Volunteers



**4,770 CONTACTS**  
38 Volunteers



**6,929 CONTACTS**  
43 Volunteers



**10,344 CONTACTS**  
55 Volunteers



**12,700 CONTACTS**  
85 Volunteers



**13,760 CONTACTS**  
94 Volunteers



**17,500 CONTACTS**  
105 Volunteers



## 2007-8

YouthLine receives 3,187 calls and 67 from Youth America Hotline.

• • •

Raina Daniels was hired as YouthLine Coordinator.

• • •

YouthLine received approximately 3,000 calls in 2008.

## 2009-10

OregonYouthLine.com is rebuilt as OregonYouthLine.org and goes offline for several months.

• • •

Alex Baumler was hired as YouthLine Coordinator – on his first day there were 4 youth volunteers.

• • •

YouthLine responds to 313 calls.

## 2011

Added texting to method of communication volunteers quadrupled to 24.

• • •

Text teentoteen to 839863.

• • •

YouthLine Responds to 444 calls.

## 2012

We rebranded as Lines for Life (formerly Oregon Partnership).

• • •

Due to budgetary concerns, YouthLine was in danger of disappearing.

• • •

Les Schwab commits \$50,000 to keep the doors open and to hold an annual golf tournament to keep YouthLine going.

• • •

Emily Moser began managing YouthLine.

• • •

We gained Pacific Bells/Taco Bell as a major sponsor.

## 2013-4

Formalized Peer Crisis Intervention Specialist Training Curriculum.

• • •

YouthLiners travel with staff to partner with Community Anti-Drug Coalitions of America in Washington, DC.

• • •

Expanded YouthLine to 7 Days a week

• • •

Judy Cushing retired – Dwight Holton became CEO of Lines for Life.

• • •

YouthLine launched their Facebook page!

## 2015

Expanded YouthLine Trainings to 4 per year.

• • •

Expanded YouthLine call center space to manage increased volume and volunteers.

• • •

OregonYouthLine.org goes live! Online presence expands with the new and improved YouthLine website.

• • •

## 2016

Expanded YouthLine educational outreach to reach communities across the state.

• • •

YouthLine launched on Instagram @theyouthline.

• • •

OregonYouthLine.org goes live! Online presence expands with the new and improved YouthLine website.

• • •

## 2017

Expanded YouthLine outreach continues as staff and youth volunteers work in schools and communities to destigmatize mental health challenges, increase mental health awareness, and encourage youth to reach out for help.

YouthLine garnered national attention at the American Association of Suicidology Conference.

After two years of research and community-building, YouthLine opened its first satellite office Central Oregon, led by Mel Butterfield.

• • •  
YouthLine received national recognition in "Fixes" column, published by the New York Times.

# Crisis Lines



When Sela called, she had pulled over to the side of the road after an impulse to kill herself. She was distressed and crying when she remembered she had a phone number saved – years before, her former therapist had recommended that she keep the Lifeline number in her phone.

Sela was young – just out of high school. Her world was changing and she felt hopeless and unsure of how to keep going. Her father died by suicide when she was three years old, and she'd struggled with her mental health for as long as she could remember.

That night, Lines for Life answered Sela's call of distress, and we stayed on the phone with her through the impulse and through the feelings of hopelessness. We listened to and affirmed the reasons she wanted to live. We helped Sela form a plan to stay safe, talk to her mom about her feelings, and get help.



## Senior Loneliness Line

Senior Loneliness Line, launched in May 2018, serves older adults not only when they call, but by making outbound calls, sending caring letters, and improving older adults' quality of life through information and resource referral.



Loneliness, social isolation and suicide in older adults have reached record highs in the US. Men over the age of 80 have the highest rate of suicide of any group. The Senior Loneliness Line can alleviate immediate feelings of isolation, connect seniors to resources and care, and intervene and deescalate crises, saving lives and keeping older adults safe.

Since its launch, the Senior Loneliness Line has received over 5,000 calls from seniors in 24 Oregon counties and several states, and the impact is growing – in the past 6 months, we've seen the line's highest call volume yet! We've also recruited to increase the number of older adult volunteers we have by 50%, because we know that peers build more effective emotional connections on the line. Agencies serving older adults have taken notice, too. We were recently awarded a generous grant by Home Instead to expand Senior Loneliness Line outreach efforts to Washington County, and connect to even more older adults.

OVER  
**5,000**  
CALLS TAKEN SINCE 2018

CALLS FROM  
**24**  
OREGON COUNTIES

## Caring Contacts

Beginning in December 2018, all hospitals in Oregon are required to provide follow-up services to patients who visit an emergency department due to a mental health crisis or suicide attempt. To meet this need, Lines for Life launched its Caring Contacts program.

Research shows that people are at a heightened risk of suicide in the hours after being discharged for a suicide attempt.

We pro-actively intervene in these critical hours, and programs like Caring Contacts have been found to reduce patients' suicide risk by 30-50 percent. Currently, Lines for Life provides Caring Contacts for five Oregon-based hospitals and we have followed up with 439 patients since December 2018.



**118,004**

TOTAL NUMBER OF CALLS/TEXTS/CHATS TAKEN AT LINES FOR LIFE

## Veterans Crisis Lines

Lines for Life serves as the sole center providing backup support to the national Veterans Crisis Line, ensuring excellent service for veterans and families who reach out during crisis. Since 2012, Lines for Life has answered thousands of VCL calls each month, and our response is growing.

Recently, the Veterans Administration asked us to increase our hours of service by 50 percent, and we didn't hesitate – our commitment to veterans, active duty service members and their families is one of our core values. We also extended our partnership contract with the VCL for another five years! Due to this service increase, we are hiring several Crisis Intervention Specialists to support our work of assisting veterans in crisis.

# Prevention

This year, Lines for Life's Prevention team collaborated with partners across the state and region to continue building innovative systems for suicide and substance abuse response. In our second year of hosting OPAT, and in creating a new suicide prevention conference focused on veterans and military populations, we continue to convene experts and provide opportunities for new professionals to gain skills and practical knowledge in prevention fields.

**David Sheff,**  
Bestselling Author & Advocate  
on US Drug Crisis, Prevention  
& Treatment of Addiction

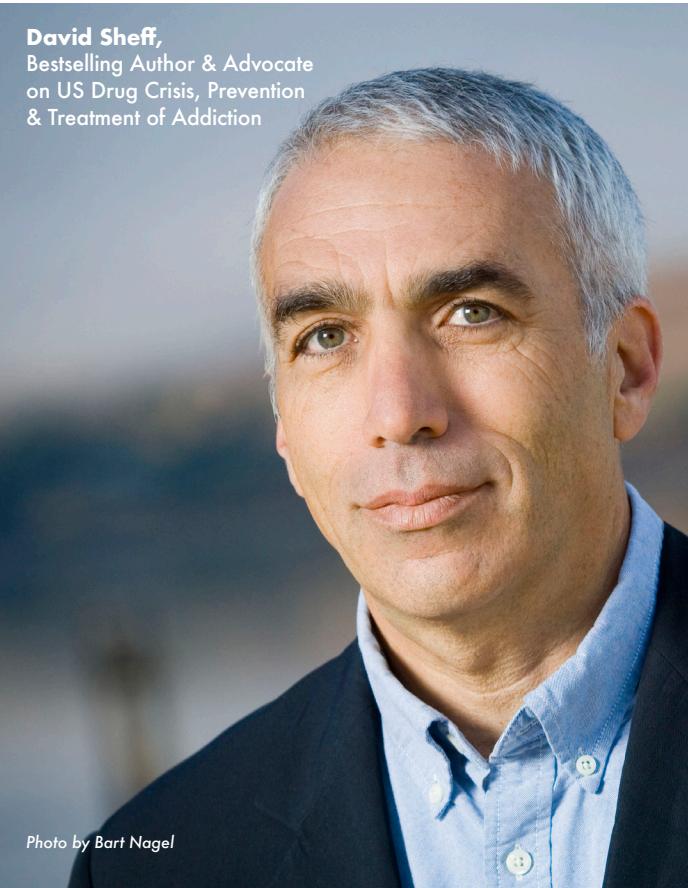


Photo by Bart Nagel

## Oregon Suicide Prevention Conference

THEME: Communities Building Hope Together

### KEYNOTES

- Eduardo Vega
- Caitlyn Ryan/Family Acceptance Project
- Scott Poland
- Arnold Thomas

Communities Building Hope Together, a 'best practice' conference for people interested in suicide prevention, intervention, postvention, and advocacy. This event is specifically designed to meet the diverse interests and needs of attendees. The 2019 Oregon Suicide Prevention Conference and training will provide opportunities to build understanding, share resources and strengthen collaboration through presentations, facilitated discussions and skill building trainings and workshops.

## Oregon Conference on Opioids + Other Drugs, Pain + Addiction Treatment

### KEYNOTE

- David Sheff

The Oregon Conference on Opioids + Other Drugs, Pain, + Addiction Treatment showcases state and national initiatives that cross disciplines, promote equity, and fight for the dignity and recovery of those suffering from pain, substance use disorder, or both. The conference engages stakeholders from public health organizations, government agencies, communities, tribes, medical professions, and more. OPAT highlights innovative solutions from state and national thought leaders in pain treatment, substance use disorder, and mental health treatment and research.

## Oregon Tribal Opioid Training Academy

[www.linesforlife.org/oregon-tribal-opioid-training-academy](http://www.linesforlife.org/oregon-tribal-opioid-training-academy)

## Veterans and Military Suicide Prevention Conference

In planning this conference, we collaborated with veterans and military communities to build a regional strategy for suicide prevention of veterans and military service members.

Focus: Discussing lived experience and key tools for supporting under-served veterans, which include women service members, service members of color, LGBTQ service members and more. Topics centered around mental health and suicide interventions.

# Policy + Advocacy

## Breaking the Silence

Transforming the way newsrooms think about, approach, and report on suicide and suicide prevention.

Research shows that reporting responsibly on suicide can positively impact people at risk – promoting hope, encouraging help-seeking, and reducing stigma often associated with suicidal thoughts and behaviors.



In April 2019, Lines for Life partnered with OPB to initiate a weeklong, statewide media blitz around suicide prevention stories, which resulted in almost 100 stories from nearly 40 newsrooms.

Due to its tremendous success in Oregon, we are collaborating with nationwide partners to scale up Breaking the Silence for more communities.

100  
STORIES

40  
NEWS OUTLETS

1.4M  
MEDIA IMPRESSIONS

## Upcoming Three-Digit Number for Mental Health Emergencies

As part of a nationwide partnership, Lines for Life pushed the FCC toward adopting a "911 of mental health crisis," which will become active as early as 2020 at 988.

This historic decision will boost awareness and memorability for the Lifeline as well as reduce stigma and normalize seeking help. It will likely also dramatically increase the number of calls to the Lifeline and thus to Lines for Life.

We continue to urge Congress to prepare for the increase in call volume by designating additional funding for the Lifeline, so that centers like Lines for Life are equipped to respond.

988

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- Cambia Health Solutions
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- Les Schwab Tire Centers of Oregon, Inc.
- Maybelle Clark Macdonald Fund
- PGE Foundation
- Substance Abuse and Mental Health Services Administration
- Taco Bell Foundation
- Walmart
- Washington County School Dist. #13

We thank all who have given to Lines for Life in 2019 – from our sponsors and donors who support our work financially, to our volunteers who respond to crisis calls with answers of hope. Together, we have accomplished amazing things this year. And the crucial, lifesaving work we do is a direct result of your support. Thank you for helping us make our mission – preventing substance abuse and suicide and promoting mental wellness – become a reality this year.

We couldn't do this work without you.

Thank you.

Jean McGowan,  
Lines for Life Development Director